



November 2012

Entrepreneurs: The Next Generation

(eJournalUSA – a product of the Bureau of International Information Programs at the U.S. Department of State)

Today's young people are more connected to each other and to the wider world than any previous generation. Many reject the status quo because they see alternatives, know that a better life is within grasp and are willing to reach for it. That's how U.S. Secretary of State Hillary Rodham Clinton described the youth of the Middle East and North Africa on April 12. But this description can be applied to youth almost anywhere.

Many young people around the world share the belief that entrepreneurship is the most effective and exciting vehicle for realizing their dreams and ideas. Entrepreneurship gives young people an opportunity to better their own lives and those of their families. And, as the founder of an organization of young entrepreneurs writes in this issue, it also gives young people freedom to transform their communities and change the world for the better.

To be sure, entrepreneurs, whether adolescents or adults, face daunting obstacles, particularly in countries with underdeveloped financial systems, overdeveloped bureaucracies and inadequate infrastructures. Yet, today is a better time than ever to start a business. The Internet offers access to a variety of resources for potential business owners and many governments make doing business easier in the hope of creating jobs and tapping the economic growth potential of entrepreneurship.

This publication discusses many of the opportunities and challenges of being an entrepreneur today. It also discusses — and debunks — persistent myths about entrepreneurship.

If you are a young person interested in exploring the path of entrepreneur, you can read about how some of your peers have started their ventures and set off on a new path in life.

Young Entrepreneurs Remake The World

Ankur Jain, founder and chairman of the Kairos Society

This is the perfect time for young people to experiment with entrepreneurial ventures.

A \$25 Sun-Powered Lamp for Millions

In India, Amit Chugh and Matt Scott aim to “give back to society” and make their enterprise commercially viable.

Art and Money Mix for China's Neocha

Sean Leow and Adam Schokora promote young Chinese artists and have fun in the process.

Debunking the Myths: A Summary

Debunking the Myths: 1. Entrepreneurs Are Individual Players

What Makes Someone an Entrepreneur?

Jeanne Holden

Creativity, flexibility and dedication are just a few of the personality traits of successful entrepreneurs.

Dancing in the Online Marketplace

Ideas are exploding in Brazilian Roberto Fermينو's head.

Debunking the Myths: 2. Entrepreneurs Are Born, Not Made

...continued on page 3

The American Center

C-49, G Block, B. K. C., Bandra East Mumbai – 400051 Tel: 022-2672-4024
E-mail: mumbaipublicaffairs@state.gov; Website: <http://mumbai.usconsulate.gov>
Office Hours: 8:00 a.m. to 4:30 p.m. (Monday through Friday)

H O L I D A Y S

November 12 - Veteran's Day
November 13 - Diwali (Laxmi Puja)
November 14 - Diwali (Balipratipada)
November 22 - Thanksgiving Day



Mumbai Mondays

19
NOVEMBER

Theme of the month

Entrepreneurship and Education

Universities in the United States draw students from all over the globe. The American education system is seen as progressive, vibrant and responsible for much of our country's innovative ideas. It has been an important component of the history of the United States; founding father Thomas Jefferson said that "an educated citizenry is a vital requisite for our survival as a free people." In recent decades, education has been featured in presidential campaigns, in government job creation initiatives and as both an avenue for and reflection of social and political change. Interestingly, within the last few years a movement has developed to make a college education available to everyone online for free. Come hear about our ever changing education system: from Kindergarten through PhDs; including public schools, private schools, cyber school, charter schools and the future of education without schooling.

About the speaker

James Kania is a first tour management coned officer who is happy to be in Mumbai after eight months learning Gujarati at FSI. His last experience living aboard was during a year of active duty service with the U.S. Army in Iraq, from 2004-2005. With the GI Bill's help he attended the University of Pennsylvania and graduated with majors in mathematics, computational science, and philosophy. In school he walked on to the rowing team and met his future wife, Jessica. Before joining the Foreign Service, James taught high school mathematics for two years at Lake Forest Academy in Chicago, Illinois and at Georgetown Prep School in North Bethesda, Maryland. James is an Eagle Scout and in his former life served as program director of a Boy Scout summer camp for six years. He also enjoys the outdoors, board games and home brewing.

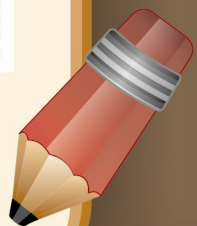
Time
6:30 PM



Venue:

U.S. Consulate General,
C-49, G Block, Near Trident Hotel,
Bandra-Kurla Complex, Bandra (E), Mumbai - 400 051

Free and open to the public on a first-come, first-served basis.



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Entrepreneurs Press Ahead, Despite Obstacles

Katherine Lewis

Small business owners in developing markets need more determination and resilience to overcome hurdles.

Debunking the Myths: 3. It's All About the Money

Dialing "Biz" for Development

Somalian Nasra Malin and her partners bet that both bad and good guys need phones.

Teenager Takes Charge of Events

Palestinian Waed al Taweel didn't know what entrepreneurship was when she started her company.

Debunking the Myths: 4. Real Entrepreneurs Always Succeed

Taking on Google

The Egyptian EIFadeel brothers want to make their Web search engine outshine the Library of Alexandria.

Turkish Connection

Fatih Isbecer has made the mobile phone much more than a gadget.

Debunking the Myths: 5. Entrepreneurs Need a Lot of Money to Start a Business

Photo Gallery: Why Did You Become an Entrepreneur?

WORD FROM THE CENTER

Entrepreneurship and Education

Discussions of entrepreneurship and education are increasingly interconnected. Changes in technology have led to changes in the nature of social and economic opportunities. Once upon a time, knowledge and information was relatively static, and an individual's command over that body of knowledge was a marker of education and corresponding power. Today, access to information is cheap and fast through the internet; this potentially empowers anyone who can access and use information tools.

While everyone agrees superficially that education is necessary, the topic becomes more complicated when the question becomes "what is the purpose of education?" Toward a finding a universal answer, the discussion must address the need for everyone who is able (not merely the youth) to keep their knowledge and skills current in a changing, competitive world.

Like education, entrepreneurship is widely considered a social good. A common question is whether entrepreneurship is the result of a specific individual psychological profile or if it is a broader function of skills and orientation which can be taught. While certain individuals display a seemingly innate propensity for entrepreneurship, the consensus is that entrepreneurship can be taught and encouraged. In the United States and around the world, organizations like Junior Achievement and Ashoka Changemakers specialize in children and youth the basic principles and building blocks of business and social entrepreneurship.

A potential answer to both challenges of advancing education and entrepreneurship lies in the concept of inculcating 21st Century Skills. This approach seeks to extend education beyond teaching in core academic subjects, extending into skill sets with lifelong relevance in the areas of critical thinking, problem solving and communications. The new marker of competence and intellectual fluency will shift from the minimal *what one knows*, to *how efficiently can one find a solution to a novel problem*.

The emerging new world also likely going to be full of instabilities and ruptures – business and social entrepreneurs who are adept at identifying and creating new opportunities will necessarily overtake and supplant established actors and modes of operation. Thus, as any student of history can attest, the future is full of both bright new potential, and new challenges to be met. Education will ensure we are individually capable of understanding the world; entrepreneurship will ensure we are also capable of being agents of change.

Kapil Gupta
Information Officer

If you are an alumnus of a United States exchange program and have received special recognition, please send a write-up with 2-3 photos to mumbaipublicaffairs@state.gov. You could be featured in future e-bulletins!



Saturday Film Screenings



Film Screening
will start at 2:30 p.m.



3
November

Larry Crowne

(2011, 98 min)

After losing his job, a middle-aged man reinvents himself by going back to college.

17
November

The Aviator

(2004, 170 min)

A biopic depicting the early years of legendary director and aviator Howard Hughes' career, from the late 1920s to the mid-1940s.

10
November

Pirates of Silicon Valley

(1999, 95 min)

This film is the semi-humorous documentary about the men who made the world of technology what it is today: their struggles during college, the founding of their companies, and the ingenious actions they took to build up the global corporate empires of Apple Computer Corporation and Microsoft Inc.

24
November

Flash of Genius

(2008, 119 min)

Robert Kearns takes on the Detroit automakers who he claims stole his idea for the intermittent windshield wiper.



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Venue:
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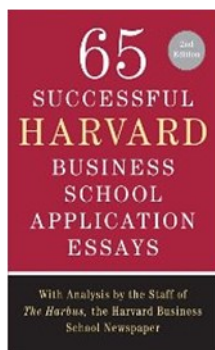
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NOTES FROM THE AMERICAN LIBRARY

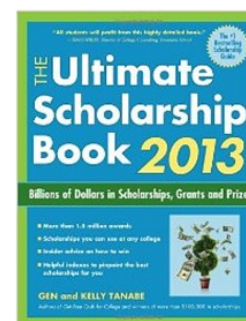
Resources on Studying in the U.S.



65 Successful Harvard Business School Application Essays by Lauran Sullivan. 2nd ed., St. Martin's Griffin, 2009.

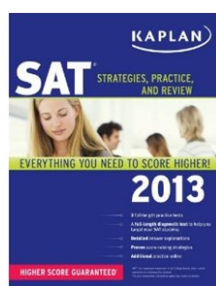
This book seeks to demystify the admissions process for applicants by providing a selective but robust sample of HBS essays that have successfully survived the admission committee in the past. It provides advice and tested strategies to business professionals and undergraduates to market themselves most effectively.

The Ultimate Scholarship Book 2013: Billions of Dollars in Scholarships, Grants and Prizes by Gen and Kelly Tanabe. Super College, 2013.

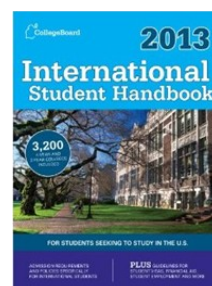


This book provides an up-to-date and comprehensive listing of more than 1.5 million awards. An easy – to- use index makes finding the right scholarship easy task.

SAT 2013: Strategies, Practice and Review. Kaplan, 2012.



This guide includes tools to score higher on the SAT including student-friendly layout and design, callouts with tips from Kaplan's SAT experts, and a helpful parent guide explaining how their children can use the book.



International Student Handbook 2013: For students seeking to study in the U.S. College Board, 2012.

This book provides students with up-to-date, objective and thorough information to help them make informed decisions about their education. Month – by – month planning calendar, TOEFL score requirements, application fees and deadlines, International students financial aid etc. are covered in this book.



The Ultimate Guide to America's Best Colleges 2013 by Gen and Kelly Tanabe. Super College, 2013.

This guide provides you detailed profiles on the 300 best colleges, with in-depth coverage of the college's academics, student life, campus vibe, athletics, admissions, scholarships and financial aid. It also provides you with indexed rankings of colleges by major and cost.

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INTERNATIONAL GAMES DAY



Get your game on



@ The American Library

November 2012



United States-India Educational Foundation (USIEF) in partnership with the Institute of International Education (IIE) is hosting an exciting fair in Mumbai at the J.W. Marriott Hotel on November 11th. Over 35 US Universities including University of California, Berkley, Arizona State University, Portland State University, University of Southern California, Viterbi School of Engineering to name a few, are participating in the fair.

The Fair is free and open to all students who are aspiring to go to the U.S. for their higher studies.

Prior to the Fair, USIEF has planned an interesting event comprising of presentation sessions that will provide an overview on higher education both at the undergraduate and graduate levels, working while on a student visa, and most importantly, a visa session by a visa officer from the U.S. Consulate in Mumbai.

All sessions are free! Packed with surprise gifts and games, the event which begins at 12 noon promises to give aspiring students a holistic understanding of the application process. The Fair opens at 2 pm. **Students can register early at <http://bit.ly/USIEF-IIE2012> for the event. Email usiefmumbai@usief.org.in for details.**

Why Study in the U.S.

There are a variety of reasons that student's worldwide plan on studying in the United States.

The quality of education at U.S. Institutions indisputable with access to the latest technology, well-equipped labs and strong connectivity between libraries that makes access to resources easy.

The focus is on assimilating knowledge rather than mere memorization.

The strong presence of international students and faculty at U.S. universities means that you not only learn inside the classrooms but even beyond them, and become informed global citizens. The support services at U.S. institutions include the International Students Office that helps international students right from the time of application to graduation. Then there is the Writing Center that assists students to write papers the American way; the Career Center that aids students with preparing a resume and looking for internships and jobs, and many more services like an on-campus Medical Center and Recreation Center.

Coming to financial aid, International students at the graduate level and studying the sciences may get research- or teaching assistantships that waive off their entire tuition or partial tuition costs. At the undergraduate level, fewer scholarships are available that mitigate the entire tuition cost. There are two types of financial aid offered by US colleges – Merit-based aid considers academic achievements such as high school grades; scores on standardized admissions tests such as the SAT and ACT; special talents in areas such as music and art, and athletic abilities in certain sports; the students potential for leadership - typically demonstrated through activities outside of the classroom; and other personal characteristics like community service and volunteerism. Need-based aid basically considers the student's family income and financial need; this may take certain merits as listed above into consideration as well. However, very few universities provide need-based aid to International students.

The U.S. has a lot to offer. Are you ready to experience student life in the U.S.?

-- **Behrooz KY Avari** (EducationUSA Advising Services Associate at USIEF Mumbai)

Visit EducationUSA at USIEF Mumbai, the U.S. Dept. of State supported advising center assisting students planning on studying in the U.S.

Website: www.USIEF.org.in
www.EducationUSA.state.gov

Phone: +91 22 2262 46 03

Email: usiefmumbai@usief.org.in

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Saturday Kids Movie



Aladdin is a street-urchin who lives in a large and busy town long ago with his faithful monkey friend Abu. When Princess Jasmine gets tired of being forced to remain in the palace that overlooks the city, she sneaks out to the marketplace, where she accidentally meets Aladdin. Under the orders of the evil Jafar (the sultan's advisor), Aladdin is thrown in jail and becomes caught up in Jafar's plot to rule the land with the aid of a mysterious lamp. Legend has it that only a person who is a "diamond in the rough" can retrieve the lamp from the Cave of Wonders. Aladdin might fit that description, but that's not enough to marry the princess, who must (by law) marry a prince.

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This event is for children 6-16 years old; those under 16 must be accompanied by a parent.

FREE

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